



Bright Green Future Grants

**A City of Austin program
to fund sustainability projects at Austin public schools**

Call for Entries | Do you have an innovative idea for a school-based project that can inspire K-12 students to become lifelong environmental stewards?

If so, we want to hear from you! The City of Austin is seeking entries for a competitive grants program, which will award three \$3000 grants for the 2012-2013 school year.

Deadline: Oct. 31, 2012 Entry form online (after Sept. 1) at
www.austintexas.gov/sustainability/schoolgrants

Grants Program Coordinator: Mary K. Priddy, Office of Sustainability, City of Austin
mary.priddy@austintexas.gov (512) 974-2539

What projects are eligible? The project should advance sustainability by: Reducing resource consumption; reducing car trips/miles driven; promoting local healthy food; educating students about the issues of sustainability and climate change, and/or advancing other "green" innovations. The project should provide hands-on student involvement and learning. The winning entries will offer measurable environmental benefits, provide school-wide educational engagement, and potentially have larger community impacts.

Who can submit an entry? Project proposals are invited from public or charter schools at the elementary, middle, and high school levels located within the City of Austin.

How will entries be judged? The Questions on the entry form correspond to the evaluation criteria that will be used to select the winning projects. A panel of judges will be composed of staff from the Office of Sustainability at the City of Austin and community members who serve on the City's Environmental Board, and other related Boards and Commissions.

What is the project timeframe? Grant awards will be announced Dec. 13, 2012 and funding will be available by Jan. 7, 2013. The project phase funded must be fully completed by May 31, 2013. Preference will be given to projects that can be sustained and grown into the future, beyond the initial grant year.

Please note: Grants cannot be used to fund needs outside the specific project, such as purchase of HVAC system or other standard school-facility upgrades; general classroom supplies; refreshments; projects components that are already funded; debt reduction, etc.



What's *your* bright idea to help ensure a Bright Green Future for Austin?



OFFICE OF SUSTAINABILITY

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WHAT IS A GREEN BUSINESS?

Green Business means operating in a way that protects the environment, enhances the community, supports local culture, and maintains a healthy workplace, all of which can positively affect your bottom line. Green business is good business, especially in Austin.

The Austin Green Business Leaders program was created by the City of Austin to support Austin businesses and their pursuit of sustainability. Whether you're an established green business or just getting started, Austin Green Business Leaders can help your business protect the environment, save money, and make Austin a more livable place.

TOP SEVEN REASONS TO JOIN AUSTIN GREEN BUSINESS LEADERS

- #1** Get recognized and be promoted.
- #2** Join the network.
- #3** Gain a competitive edge and attract new customers.
- #4** Protect the environment.
- #5** Save money.
- #6** Strengthen your team.
- #7** Support the Austin community.

Sign up or learn more online at:
AUSTINTEXAS.GOV/GREENBUSINESS

Questions? Email us at:
GREENBUSINESS@AUSTINTEXAS.GOV

Find us on Facebook at:



GREEN BUSINESS IS
GOOD BUSINESS.



Performance Areas

COMMUNICATIONS AND
OUTREACH

ENERGY

RESOURCE MANAGEMENT

WATER

TRANSPORTATION

HEALTHY WORK ENVIRONMENT

COMMUNITY STEWARDSHIP

HOW DOES IT WORK?

Step 1

SIGN UP

Sign up at austintexas.gov/greenbusiness and download the green business scorecard, a simple, step-by-step guide to greening your business.

Step 2

GO GREEN

The green business scorecard will help you identify what you're doing well and where your business has room to improve. Its helpful tips and resources make it easy to take action in the seven performance areas.

Step 3

BE RECOGNIZED

Return your completed scorecard to the City. Score well, and your business will be recognized as an Austin Green Business Leader and promoted by the City of Austin.

LEARN MORE AT: AUSTINTEXAS.GOV/GREENBUSINESS

ACHIEVEMENT LEVELS

PLATINUM



GOLD



SILVER



EcoDistricts™

Building Blocks
of Sustainable Cities



EcoDistricts are a comprehensive strategy to accelerate sustainable development at the neighborhood scale by integrating building and infrastructure projects with community and individual action. They are the right scale to accelerate sustainability — small enough to innovate quickly and big enough to have a meaningful impact.

District-scale projects, such as district energy, green streets, smart grid, demand management and resource sharing, are well known. However, the widespread deployment of these strategies has been slow to develop due to a lack of comprehensive policy or implementation frameworks at the municipal level.

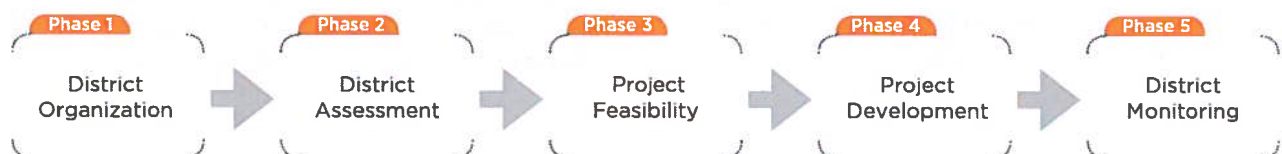
The Portland Sustainability Institute (PoSI) launched EcoDistricts in 2009 as an initiative to help cities remove these implementation barriers and create an enabling strategy to accelerate neighborhood-scale sustainability. Success requires a comprehensive approach that includes active community participation, assessment, new forms of capital and public policy support.

EcoDistricts include the following phases:

Performance Areas

- | | |
|-----------------------|------------------------------|
| Equitable Development | Energy |
| Health + Well Being | Water |
| Community Identity | Habitat + Ecosystem Function |
| Access + Mobility | Materials Management |

EcoDistricts are the right scale to accelerate sustainability — small enough to innovate quickly and big enough to have a meaningful impact.



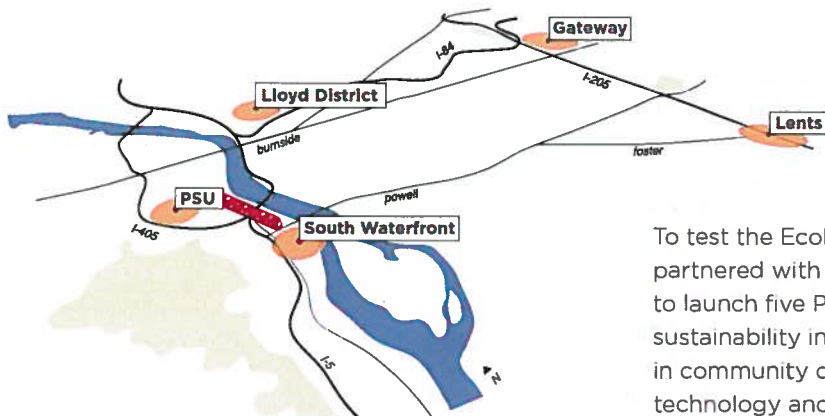
An EcoDistrict is a neighborhood committed to sustainability that links green buildings, smart infrastructure and behavior.

Fundamentally, EcoDistricts are an effort to deploy high-impact, district-scale sustainable projects that drive experimentation and innovation. PoSI's work focuses on maximizing replicability through creating the following:

- A framework and implementation strategy
- Implementation toolkits with strategies for assessment, governance, finance and municipal policy support
- Training tools and services to promote widespread adoption of EcoDistricts
- A successful pilot program launched in the City of Portland

The economic benefits of sustainability investments create significant competitive and livability advantages while providing long-term value for existing business communities and creative job opportunities for citizens. EcoDistricts bring together neighborhood stakeholders, property developers, utilities and municipalities. The goal is to achieve outcomes including improved environmental performance, deployment of emerging technologies, improved community participation, new patterns of behavior, economic development for local businesses and job creation.

Portland Pilot EcoDistricts



Portland provides fertile ground to respond to and accelerate best practices in sustainable development. The region's history of leadership and expertise in growth management, green building, green infrastructure and mobility investments matches a rich history of community activism and engaged citizenry.

To test the EcoDistricts approach, PoSI partnered with the City of Portland in 2009 to launch five Portland pilot districts as sustainability innovation zones where the latest in community organizing, business practices, technology and supportive public policy comes together to drive ambitious sustainability outcomes.

Over a three-year period, district stakeholders have agreed to work with their neighbors to set rigorous goals, develop a roadmap and implement projects. In return, PoSI and its public partners are providing technical and financial resources to support their work.

To learn more visit www.pdxinstitute.org or contact ecodistricts@pdxinstitute.org

PROJECT SNAPSHOT

Seaholm District



The Seaholm District is a 16-acre redevelopment on the southwestern edge of downtown seeking LEED ND status, led by the City of Austin. At the site's heart is the historic and iconic Art Deco-style Seaholm Power Plant building, a decommissioned steam power plant that will undergo adaptive reuse to include major retail stores, restaurants, offices and a conference center. A new central library is being designed by Lake Flato Architects, and is slated for LEED Silver minimum in a new 200,000-square foot building. Other future development includes a hotel and 1,475 units of multi-family housing (apartments and condos). The project also includes multi-modal transportation; complete streets, a Metro Rail stop, bus transit, bike

sharing, car sharing, hike-and-bike trail connections and a five-mile cross-city route connecting with the Lance Armstrong Bikeway. Finally, Shoal Creek is a significant urban waterway that runs north-south through the city, culminating at Ladybird Lake. As such, stream bank restoration, habitat creation, native plantings and natural drainage are included in the plan. The project integrates benefits across the entire triple bottom line; it supports up to 2,000 jobs and integrates cultural facilities and significant art components. The ambitious plans complement Austin's successful policy and zoning efforts to bring more housing and commercial activity into the downtown area.

Why this neighborhood?

The Seaholm District is one of the City of Austin's signature public/private partnership redevelopment projects located in the heart of the city, with maximum visibility and a very high level of financial, political and community support. Plans are underway to include a Sustainability Information Center that will serve as the green concierge to the entire site, and staff offices for the Office of Sustainability. While much of the overall site has been planned, there is ample opportunity for the EcoDistrict concept to inform many design decisions and plans for how the neighborhood will be managed.

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Neighborhood PRIORITIES:

1. Returning underutilized land to tax base while advancing urban design objectives, such as increasing downtown residential stock and retail offerings
2. Expanding transportation options while increasing walkability
3. Improving public assets (streetscapes, historic structures and natural green space)

top
3

Neighborhood CHALLENGES:

1. Securing buy-in of multiple property owners
2. Identifying funds to support innovative district-wide sustainable design elements
3. Facing developer reluctance to design changes since most of the district's projects are currently in design phase



Positive Impact on Climate and Community (PICC)

FACT SHEET

Background:

Austin City Council's Climate Protection Resolution No. 20070215-023 calls for City Staff to develop and implement programs to assist citizens, businesses, organizations and visitors in achieving carbon neutrality. It also directs that these programs should include a menu of greenhouse gas reduction strategies for local implementation and funding through the purchase of "carbon offsets," as well as mechanisms and incentives for carbon neutrality among visitors through the purchase of offset credits by travelers, conventions, tradeshow and festivals.

PICC Program Summary:

The City of Austin's Office of Sustainability is partnering with local event organizers to create a greenhouse gas reduction program tied to large events, including annual local festivals. When combined, these events and festivals involve a total of more than 1 million attendees and have a large environmental impact. The Positive Impact on Climate and Community (PICC) program will provide financial assistance for projects that offset carbon through ticket purchases or other funding mechanisms associated with these events and festivals. The money collected will be split between third-party-verified greenhouse gas emission reduction projects in Texas and small projects in Austin that create tangible sustainability and community benefits.

Next Steps:

Collaboration between the Office of Sustainability and event organizer Founding Partners over the coming months will result in defining key elements of the *Positive Impact* Program, including:

- Development of criteria for selecting local projects that provide a positive impact on climate and sustainability benefits for the Austin community
- Specification of pricing, as well as funding mechanisms for purchases
- Identification of initial events that will be part of the program
- Creation of methodology for reporting annual funding and program results.

FREQUENTLY ASKED QUESTIONS:

Which event organizers are participating in this effort?

The following organizations are working together with the City of Austin to develop and finalize program details such as pricing, sales, and project recipients for funding:

- ACL Live at the Moody Theatre
- C3 Presents
- Circuit of the Americas LLC
- South by Southwest, Inc.

After an initial pilot phase, additional organizations will be asked to join in supporting the *Positive Impact* Program with funds collected in conjunction with their events, conferences, conventions, and festivals.

What are Third-Party-Verified greenhouse gas reduction projects and how will they be selected?

These are projects that follow defined protocols, meet specified standards, and result in a measurable reduction in carbon emissions (such as 1 metric ton) that is third-party-verified. Examples of projects in Texas that create verified emission reductions are landfill methane gas destruction, organic waste composting or digestion, and renewable energy projects.

Projects that create large volumes of verified emission reductions do not exist within Austin's city limits, so *Positive Impact* Program partners will be exploring projects that meet those criteria within the state of Texas. In addition to meeting verification criteria, projects will be evaluated on price, the amount of emission reductions achieved, and additional benefits beyond emissions reduction that the projects provide.

While Third-Party-Verified projects are best in advancing carbon neutrality, the Founding Partners in the *Positive Impact* Program place an equally high priority on projects that will benefit the Austin community. For that reason,

approximately half of Program funds will support Third-Party-Verified Projects, while the remaining half will be dedicated to Local Sustainability Projects.

What kinds of projects will qualify as Local Sustainability Projects?

Positive Impact Program partners will work together to identify criteria for Local Sustainability Projects, with an emphasis on local ownership and activities that create measurable environmental benefits. Local projects will not be required to demonstrate third-party-verified greenhouse gas emission reductions, although their greenhouse gas, energy, water, and other quantifiable benefits will be documented. Examples may include projects such as urban forestry, distributed solar photovoltaic or water heating, home weatherization, composting, bike-sharing, rain gardens, or community gardens. Three such programs have already been identified for funding and will be considered for inclusion in the *Positive Impact* Program:

- **TreeFolks** – Non-profit organization TreeFolks will plant 200 trees along biking and jogging trails in 2012, which will offset 1.16 metric tons of carbon equivalent emissions through soil / biomass sequestration annually.
- **Yellow Bike Project** – Yellow Bike Project provides a facility in East Austin for cyclists to repair their bikes. An 11.4 kW solar photovoltaic array is included on the roof of the facility, which will offset 8.4 metric tons of carbon equivalent emissions per year.
- **Foundation Communities** – Local non-profit Foundation Communities partnered with the City to develop M Station, a mixed-use development that provides affordable housing and connections to commuter rail, as well as a 5 kW solar photovoltaic array that offsets 3.7 metric tons of carbon equivalent emissions annually.

How will Local Sustainability Projects be selected?

A publicly advertised Request for Interest will be offered by the City of Austin for participation in the *Positive Impact* Program. A selection panel will review submittals and determine which projects best meet the defined criteria for inclusion in the program. Program partners will individually select projects from the list of approved Local Sustainability Projects to fund on an annual basis. Environmental Defense Fund will provide additional oversight of the *Positive Impact* Program, helping to establish sustainability criteria for local projects and evaluating the performance of those projects over time.

How much will the Program cost and will participation for event-goers be mandatory or voluntary?

The price for investment in the *Positive Impact* Program has not been set and may vary based on event pricing and specifics. Options for event organizers to fund participation in the *Positive Impact* Program may involve inclusion of a portion of individual ticket prices, voluntary donations by ticket purchasers, or sponsorship opportunities for an event. Event organizers will collect funds for the Program and donate proceeds directly to Third-Party-Verified emission reduction and Local Sustainability Projects.

What's the timeframe for implementation of the Positive Impact Program?

City Staff are currently working with Founding Program partners to determine pricing and program details in 2012. Next year, a Request for Interest for local sustainability projects will be offered to identify those eligible for inclusion in the program. *Positive Impact* Program funding mechanisms will be put in place for various events and festivals in 2013. Local Sustainability and Third-Party-Verified emission reduction projects will receive funding in 2014. At the conclusion of 2014, a summary report of funding and project results will be issued.

For more information about the Positive Impact on Climate and Community Program, contact:
Zach Baumer, Office of Sustainability, zach.baumer@austintexas.gov

To express interest in submitting your local sustainability project for inclusion in the Positive Impact Program, email sustainability@austintexas.gov.